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FEB 06 2009

**LISTING OF CLAIMS:**

1. (Previously presented): A normally white super-twist nematic liquid crystal display device for multiplex operation, comprising:

a liquid crystal cell essentially comprising a liquid crystal layer, being sandwiched between a front and a rear substrate, wherein the retardation of said liquid crystal layer is in the range of 500-750 nm;

an at least partly reflective film, arranged in proximity to said rear substrate; and

a front optical stack, arranged on a viewer's side of the front substrate, the stack comprising one or more optical films, wherein the front optical stack consists essentially of a polarizer and an optical light scattering film between the polarizer and the front substrate.

2. (Previously presented): A display device as claimed in claim 1, wherein the retardation of said liquid crystal layer is in the range of 500 to less than 700 nm.

3. (Previously presented): A display device as claimed in claim 1, wherein said at least partly reflective film is a reflective film enabling reflective operation of the display device.

4. (Previously presented): A display device as claimed in claim 1, wherein said at least partly reflective film is a transfective film enabling transfective operation of the display device.

5. (Previously presented): A display device as claimed in claim 4, further comprising a rear optical stack, arranged on a back side of the liquid crystal layer, the stack comprising one or more optical films.

6. (Previously presented): A display device as claimed in claim 5, wherein said rear optical stack comprises a rear polarizer, and a compensation film arranged between the rear polarizer and the liquid crystal cell.

7. (Previously presented): A display device as claimed in claim 1, wherein said at least partly reflective film is arranged as an in-cell internal reflector between said front and rear substrate.

8. (Previously presented): A display device as claimed in claim 1, wherein said at least partly reflective film is arranged in said rear optical stack, essentially adjacent to said rear substrate.

9. (Previously presented): A display device as claimed in claim 1, wherein the front optical stack includes only the polarizer and the optical light scattering film.

10. (Previously presented): A display device as claimed in claim 1, wherein the front optical stack does not include a compensation film.

11. (Previously presented): A liquid crystal display device, comprising:  
a first substrate;  
a second substrate;  
a liquid crystal layer disposed between the first substrate and the second substrate,  
wherein the retardation of said liquid crystal layer is in the range of 500-750 nm;

an at least partly reflective film supported by the second substrate; and  
a first optical stack supported by the first substrate, comprising a polarizer and an optical light scattering film between the polarizer and the first substrate, without a compensation film.

12. (Previously presented): A display device as claimed in claim 11, wherein the retardation of said liquid crystal layer is in the range of to less than 700 nm.

13. (Previously presented): A display device as claimed in claim 11, wherein said at least partly reflective film is comprises a reflective film enabling reflective operation of the display device.

14. (Previously presented): A display device as claimed in claim 11, wherein said at least partly reflective film comprises a transfective film enabling transfective operation of the display device.

15. (Previously presented): A display device as claimed in claim 14, further comprising a second optical stack supported by the second substrate, comprising one or more optical films.

16. (Previously presented): A display device as claimed in claim 15, wherein said second optical stack comprises a polarizer, and a compensation film.

17. (Previously presented): A display device as claimed in claim 11, wherein said at least partly reflective film is supported by the second substrate on a side facing the first substrate.

18. (Previously presented): A display device as claimed in claim 11, wherein said at least partly reflective film is supported by the second substrate on a side facing away from the first substrate.

19. (Previously presented): A display device as claimed in claim 11, wherein the front optical stack includes only the polarizer and the optical light scattering film.

20. (Previously presented): A liquid crystal display device, comprising:  
a first substrate;  
a second substrate;  
a liquid crystal layer disposed between the first substrate and the second substrate, wherein the retardation of said liquid crystal layer is in the range of 500-750 nm;  
an at least partly reflective film supported by the second substrate on a side facing the first substrate or facing away from the first substrate;  
a single compensation film supported by the second substrate; and  
an optical stack supported by the first substrate, comprising a polarizer and an optical light scattering film between the polarizer and the first substrate, without further compensation film.